

ABSTRACT

In a user adaptive multimedia system reflecting user preference information extracted from user history information, there are provided an apparatus and a method for mapping object data for an efficient matching between user preference information and content description information, wherein the apparatus includes a server (provider) system transmitting an object data expression information table defining expression information about object data having various expressions of the same content and information about multimedia program data and a user (client) system mapping object data having various expressions by receiving content description information transmitted from the server system, performing a matching between the received information and user preference information extracted from user history information about a prior multimedia program and getting user preference of contents described in the received content description information and reflecting the user preference information to a multimedia system.